GOOGLE MY BUSINESS TOP TOOLS

Make the most of your account by planning a management calendar around these three features:

REVIEWS

Reviews from customers give you feedback about your business, and you can – and should - respond to your clients. Addressing reviews is important because many consumers decide whether to engage with a company based on reviews left by previous customers.

How to respond?

- Once you're signed in to your Google My Business account, click "Reviews" from the menu on the left. Locate the review you would like to respond to and click "Respond." Once you have written your response, click "Submit," and it will be posted.
- Responses should be concise and cordial. Avoid getting personal when responding to a review because responses are public and remain visible on your Knowledge Panel.
- Remember to thank your reviewers.

Requesting to remove a review

It would be best if you didn't flag a review because you don't like it. Here you can check Google's guidelines for removing a review.

- If a review has inappropriate content, it can be flagged for removal: illegal or copyrighted content, sexually explicit material, personal and confidential information, or hate speech.

POSTS ON GOOGLE MY BUSINESS

Here you can share information about sales, promotions, upcoming events, announcements, or new products directly on the business's Knowledge Panel in Search and Maps results.

Creating a Post
- On the dashboard on the left, select "Posts." Click "Create Post," and the Post box to the right will appear for you to add the information.
- A complete post includes an image, brief copy, and a call to action for users.
- Keep your posts under 300 words.

About posts
- Posts are live for seven (7) days unless you choose to delete it sooner.
- If you have multiple posts, the newest ones will show first, and the older ones will show in a carousel format. You can add up to 10 posts in the carousel, but only the first two are displayed on search results pages.

QUESTIONS AND ANSWERS
Business owners, Local Guides, and other users can ask or answer questions directly.

How to ask or answer a question?
- The Question and Answer block is visible on the Knowledge Panel on mobile devices or desktop.
- To ask a new question, select "Ask the community" and enter your inquiry. You'll get a notification when your questions get answered.
- You have the option to edit or delete your answer. You can do so by clicking next to your answer on the "More" three-dot menu.

Pro Tip:

Click on the thumbs-up icon for the right questions and answers to increase the likeliness of these surfacing on the front of your listing.